

## CLAIMS

### What Is Claimed Is:

1. A method for displaying color samples, comprising:  
selecting a first plurality of paint colors;  
placing the selected paint colors on a first plurality of sample cards; and  
arranging the first plurality of sample cards on a display unit according to hue and chroma such that the first plurality of sample cards gradually vary in hue, in a first direction, and gradually vary in chroma, in a second direction.
2. The method of claim 1 further comprising:  
defining a plurality of color categories based on color hue angles; and  
placing sample cards in one of the plurality of color categories based on the paint colors of the sample cards,  
wherein, within each color category, the sample cards are arranged according to the hue and chroma of the paint colors therein.
3. The method of claim 2 further comprising:  
adding paint color sample cards to a category based on expert human input.
4. The method of claim 1 further comprising:  
arranging sample cards corresponding to a color category along a column in the display unit, with the most chromatic cards placed at the top of the column and gradually decreasing toward the bottom of the column.
5. The method of claim 1 further comprising:  
arranging a second plurality of sample cards adjacent to the first plurality of sample cards, the second plurality of sample cards having white paint colors of similar tint as the colors of the adjacent first sample card.

6. The method of claim 1 wherein each of the first plurality of sample cards includes two or more paint colors of similar hue but having varying chromatic values.
7. The method of claim 1 further comprising:  
arranging one or more color coordination sample cards adjacent to the first plurality of sample cards, each color coordination sample card including one of the adjacent colors in the first plurality of sample cards and one or more other complementary colors.
8. A color display unit comprising:  
a card display having a plurality of columns and rows; and  
a first plurality of paint sample cards, each paint sample card including one or more paint colors of similar hue,  
wherein the first plurality of paint sample cards are arranged along a first column of the card display from most chromatic to least chromatic, and  
a second plurality of paint sample cards arranged within the first column and adjacent to the first plurality of sample cards, each of the second plurality of paint sample cards including a white paint color having one or more white paint colors of similar tint as the adjacent colors of the first plurality of sample cards.
9. The color display unit of claim 8 wherein a second plurality of sample cards are arranged adjacent to the first plurality of sample cards, the second plurality of sample cards having white paint colors of similar tint as the colors of the adjacent first sample card.
10. The color display unit of claim 8 wherein each of the first plurality of sample cards includes two or more paint colors of similar hue but having varying chromatic values.
11. The color display unit of claim 8 wherein one or more color coordination sample cards are arranged adjacent to the first plurality of sample cards, each color coordination sample card including one of the adjacent colors in the first plurality of sample cards and one or more other complementary colors.

12. A paint color display system to assist customers in the selection of paint colors, comprising:

a display unit having a two-dimensional array structure to display paint sample cards, the array structure arranged as a plurality of contiguous hue regions of a full range of known color hues;

a first plurality of paint color sample cards arranged in a first hue region, the first plurality of color sample cards including hue colors closely related to or the same as each other hue in the first hue region, the color sample cards in each of the hue regions arranged according to either ascending or descending hue value in a first dimension, and either ascending or descending chromatic value in a second dimension of the display unit; and

a second plurality of white paint color sample cards having a tint corresponding to the hue of the first hue region and arranged within the first hue region.

13. The paint color display system of claim 12, wherein each sample card in the first plurality of paint color sample cards includes one or more paint colors spanning less than a total hue range and a total chroma range of the first hue region.

14. The paint color display system of claim 12, wherein each paint color sample card represents a different chromatic value range.

15. The paint color display system of claim 12, wherein the paint color sample cards have non-overlapping hue ranges relative to each other.

16. A method for arranging suggestive color schemes in a two-dimensional color display, comprising:

arranging a first set of paint sample coordination cards along a first column of the two-dimensional color display, wherein the first set of paint sample coordination cards includes one or more color coordination schemes, each color coordination scheme including a main paint color of a first base hue; and

arranging the first set of paint sample coordination cards within the first column based on the chromatic value of the main paint colors in each of the color coordination schemes, the first

set of paint sample coordination cards including one or more sample rooms or environments typically found in a home corresponding to one or more color coordination schemes.

17. The method of claim 16 further comprising:

selecting one or more paint sample cards from the first set of paint sample cards to define paint color schemes for two or more rooms in a house.

18. The method of claim 16 further comprising:

arranging a second set of paint sample coordination cards along a second column the two-dimensional color display, wherein the second set of paint sample cards includes one or more color coordination schemes, each color coordination scheme including a main paint color of a second base hue;

arranging the second set of paint sample coordination cards within the second column based on the chromatic value of the main paint colors in each of the color coordination schemes in the second set of paint sample cards;

configuring the second set of sample coordination cards to include one or more sample rooms or environments corresponding to the one or more color coordination schemes in the second set of sample cards, wherein the second set of sample coordination cards includes a plurality of rooms and environments typically found in a home.

19. The method of claim 16 further comprising:

selecting one or more paint sample cards from the first set of paint sample cards and one or more cards from the second set of paint sample cards to define paint color schemes for two or more rooms in a house.

20. A two-dimensional paint color display comprising:

a plurality of columns including paint color samples within different hue ranges; and  
a plurality of combination style cards arranged along one or more of the plurality of columns, each combination style card including,

one or more color schemes, the base color of the color schemes used to determine under which column each combination card is placed, and

one or more sample rooms or environments, each sample room or environment painted the colors of a corresponding color scheme in the combination card;

wherein a user may select color schemes for all rooms of a typical house from the sample rooms or environments of the combination style cards arranged in any particular column or from combination style cards placed along the same row of the two-dimensional color display.

21. The two-dimensional paint color display of claim 20 wherein the color combination schemes in one or more combination style cards arranged along a particular column are color-coordinated schemes that create a pleasing combination of colors.

22. The two-dimensional paint color display of claim 20 wherein the one or more sample rooms or environments in a particular combination card are typically adjoining rooms or environments in a typical home.

23. The two-dimensional paint color display of claim 20 wherein the plurality of combination style cards arranged along a column show a plurality of color-coordinated sample rooms or environments of a typical home.

24. The two-dimensional paint color display of claim 23 wherein the plurality of combination style cards arranged along a row show a plurality of color-coordinated sample rooms or environments of a typical home.

25. The two-dimensional paint color display of claim 24 wherein the plurality of color-coordinated sample rooms or environments of a typical home have color schemes that are aesthetically pleasing when used together.

26. A paint color style card comprising:

one or more paint color schemes, each color scheme having a main color and one or more complementary colors; and

one or more sample rooms or environments painted according to a corresponding paint color scheme in the color style card;

wherein the one or more paint color schemes are in harmony with the other paint color schemes in the color style card.

27. The paint color style card of claim 26 wherein the one or more sample rooms or environments are rooms or environments that are typically adjacent to each other in a typical home.

28. The paint color style card of claim 26 wherein the main colors of the one or more paint color schemes of the paint color style card belong to a particular color family.

29. The paint color style card of claim 26 wherein the main colors of the one or more paint color schemes of the paint color style card all have a similar hue.

30. The paint color style card of claim 29 wherein the main colors of the one or more paint color schemes of the paint color style card all have a similar chromatic value.

31. A set of paint color style cards on a display comprising:  
a plurality of paint color style cards, each paint color style card including  
one or more paint color schemes, each color scheme having a main color  
and one or more complementary colors, and  
one or more sample rooms or environments painted according to a  
corresponding paint color scheme of the color style card,  
wherein the one or more paint color schemes are in harmony with the  
other paint color schemes in the color style card; and  
the plurality of paint color style cards grouped according to the hue of their main color,  
the sample rooms or environments on the cards in any particular group suggesting harmonious  
color schemes for rooms in a typical house.

32. The set of paint color style cards of claim 31 wherein the one or more sample rooms or environments are rooms or environments that are typically adjacent to each other in a typical home.

33. The set of paint color style cards of claim 31 wherein the main colors of the one or more paint color schemes of each paint color style card all have a similar hue.

34. The set of paint color style cards of claim 33 wherein the main colors of the one or more paint color schemes of the paint color style card all have a similar chromatic value.